

FOR IMMEDIATE RELEASE:

Feb. 19, 2020



## THE BEAUTY EXPERIENCE NEW YORK INTRODUCES ALL-NEW EXPERIENTIAL BEAUTY ZONES, INTERACTIVE STAGES, LIVE DEMOS AND MORE

**NEW YORK (Feb. 19, 2020)** – [The Beauty Experience New York](#) (the new International Beauty Show) continues its standing as the greatest opportunity to buy and sell professional beauty products on the east coast with the addition of four experiential beauty zones, interactive stages, influencer meet and greets, and live demos with industry experts and celebrity stylists. Taking over the Javits Center in New York March 8-10, 2020, buyers will have the opportunity to test products from 500+ top beauty brands, make connections with industry heavy-hitters and find solutions that will help take their careers to the next level.

New this year is the Be Influenced Meet & Greet area, hosted by celebrity stylist and philanthropist, **Martino Cartier**. Attendees will have a chance to meet with industry-leading influencers during the Meet & Greet including **Rebecca Taylor, Ursula Stephen, Sofie Pok, Tyrik Jackson, Rob the Original** and **Asil** to learn some of their most coveted tips and gain insight into how they developed their passions to fuel their businesses. Experiences continue to evolve with the **HairShop Stage** which will offer hairdressers and stylists the opportunity to sharpen their skills during live demonstrations.

### Experiential Beauty Zones:

- **Beauty from Within Supplement Station**  
Focused on the growing market of organic and quality supplements for skin, hair and nails that can be incorporated to salon and spa services to increase revenue.
- **Business Guides**  
Find all the essential tools required to build a brand in the digital age, including the latest technology, apps and software designed to keep track of booking, inventory and accounting information.
- **Makeup Counter Stage**  
Dive deep into the world of makeup by discovering the latest trends and techniques seen all over the world. Join celebrity makeup artists and influencers, including **Jordan Liberty, Anton Khachaturian, Adamme Sosa, Nicck Townsend** and more, for demonstrations that will increase skills and improve the bottom line.
- **Nail Marketplace Stage**  
The Beauty Experience New York will host the first-ever Nail Marketplace Stage, where top nail educators and influencers will teach their coveted tips and techniques. Masterclass Nail Academy founder and celebrity nail tech, **Julie Kandalec**, will teach press-on nail techniques on stage and will

provide fun Essie giveaways to attendees. Instagram Influencer **Kim Quy Ho** from Nailporn will demonstrate her extraordinary nail design skills and will teach attendees how to create “glacier” nails, along with pop-art and ink-art designs. Fiina Nail Lounge owner and influencer, **Sandy Le** will display abstract flower design and bling nail techniques that are admired by her over 500k Instagram followers. The Nail Marketplace Stage will host demonstrations Sunday, March 8 through Tuesday, March 10 and is located in the Exhibit Hall.

#### **Interactive Stages:**

- **BarberShop Stage**  
Barbers will have the opportunity to learn tips and techniques from some of the top men’s groomers in the industry. Respected for their incredible skills, these barbers will inspire and motivate, and help attendees bring more profits into the shop by teaching their coveted techniques.
- **HairShop Stage**  
Hairdressers and stylists will have a chance to sharpen their skills during live demos with legendary artists and influencers on the brand-new HairShop Stage.

#### **Influencer Meet & Greets:**

New to The Beauty Experience New York, attendees will have the opportunity to meet with beauty influencers and celebrity stylists to learn some of their most coveted tips to building a successful business. Throughout the three-day convention, ten industry experts will offer guests a view from their chair and provide insight into how they developed their passions to fuel their business.

- **Rebecca Taylor**, owner of Honey Hair Lab
- **Asil**, TRUSS brand specialist
- **Tyrik Jackson**, owner of Premier Barber Institute and Sharper Image Barber Shops I & II
- **Ursula Stephen**, celebrity hair stylist and visionary behind some of Rihanna’s most celebrated looks
- **Anton Khachaturian**, celebrity makeup artist
- **Carlos Estrella, Sofie Pok, Pat Regan and Rob the Original**, BaBylissPRO® Barberology™ artists
- **Nicck Townsend**, celebrity brow expert

To learn more about The Beauty Experience New York taking place March 8 – 10, 2020 at the Javits Center in New York City, visit [www.ny.thebeautyexperience.com](http://www.ny.thebeautyexperience.com). Attendees can purchase the new All Access Expo Pass starting at \$99 before March 1, 2020. The Beauty Experience New York ticket also gains attendees free admission to the largest spa show in New York, [IECSC: International Esthetics, Cosmetics & Spa Conference](#) – The Spa and Wellness Show.

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#### **About The Beauty Experience New York**

Produced by Questex and created by the union of two historic industry-icons, American Salon and The International Beauty Show, The Beauty Experience New York is the only event for independent professionals to easily test the quality of beauty products before making purchasing decision. Connecting serious beauty professionals with the best in the industry, The Beauty Experience New York brings more than 500 top beauty brands together under one roof for free educational classes by industry legends, workshops, exclusive show-floor discounts and barbershop competitions. For more information about The Beauty Experience New York, please visit [ny.thebeautyexperience.com](http://ny.thebeautyexperience.com)

**About Questex**

At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.

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